**WHY STUDY WITH US?**

**Affordable fees**
- We offer competitive and affordable tuition fees.

**Innovative and interactive mode of learning**
- Students will be exposed to active learning and e-learning methodologies in order to enable them to meet and surpass the needs of future education and employment.

**Career focus**
- The curriculum is designed based on outcomes related to employability.

**Qualified academicians**
- A very committed team will ensure the success of our students.

**Industrial exposure**
- Strategic collaborations with various industry players
- Students will be exposed to real-life projects and industry-oriented learning through industry visits and guest lectures from industry experts.

**Financial assistance**
- PTPTN
- Scholarship
- EPF Withdrawal
- OKU Discount

**Accommodation**
- The college will assist students who need accommodation.

---

**International Open College**

Jalan Tun Ismail, 50480 Kuala Lumpur
Fax No: 03-2697 8755
Email: enquiry@ioc.edu.my
Website: www.ioc.edu.my
Whatsapp: 017-283 9723 / 019-357 9074 / 012-372 7480

---

**INTERNATIONAL OPEN COLLEGE**

DK-041(B)

**SCHOOL OF COMMUNICATION & GENERAL STUDIES**

**DIPLOMA IN MASS COMMUNICATION**

DMC R/321/4/0028 (MQA/FA0730) 12/2012/20
This programme focuses on a broad spectrum of mass communication areas which include journalism, public relations, advertising, broadcasting and media design. It also serves as a catalyst to further develop leadership, critical thinking and communication skills, which are essential in today’s world. Students will be exposed to both conceptual and practical skills in mass communication, which will enable them to excel in all areas related to the field.

**Core Courses**
- Basic Journalism
- Human, Society & Culture
- Information Technology & Application
- Principle of Advertising
- Public Speaking
- Media Planning
- Communication Law and Ethics
- New Media Technology
- Copy Writing
- Fundamentals Basic Design Layout & Typography
- News Writing & Reporting
- Digital Photography

**Teaching and Learning Methodology**

**Programme Duration:**
Full time
2 years 8 months / 8 Semesters

**Intake:**
January / May / September
Application is accepted throughout the year.

**Entry Requirement:**
SPM/SPMV/STAM/UEC/SKM (Level 3) or O-Level: Pass with minimum 3 credits including English

**Tuition Fee:**

<table>
<thead>
<tr>
<th></th>
<th>YEAR 1 (RM)</th>
<th>YEAR 2 (RM)</th>
<th>YEAR 3 (RM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEM 1</td>
<td>3445</td>
<td>3375</td>
<td>2670</td>
</tr>
<tr>
<td>SEM 2</td>
<td>1985</td>
<td>1965</td>
<td>-</td>
</tr>
<tr>
<td>SEM 3</td>
<td>2690</td>
<td>3375</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td>RM 19,505</td>
</tr>
</tbody>
</table>

- Electronic Media
- Editing for Print & Electronic Publications
- Introduction to Sociology
- Communication Research Method
- Creativity in Advertising
- Global Communication
- Communication Project

**Online Interactions**
- Email, forum, chatroom

**Face to Face Interactions**
- Lectures, presentations

**Industrial Activities**
- Project Based: Exposure to real-life scenarios

**Co-curriculum Activities**
- Soft Skill Development